THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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By mail: $1 per year. Pickup, free.

Our First Anniversary is ripe

in the Valley of the Moon

Well, if you'll just notice our volume number just above, it means we're starting our second year, after a most satisfying first. Not that we made a lot of money, but we did build up a highly loyal and interested small army of readers, and apparently produced the kind of paper most people like.

Only we can't stop at that. The paper's got to get better; we won't say bigger, 'cause it's just big enough to keep us busy, and not so busy we can't enjoy life.

Variety is the spice of life but monotony provides the groceries. VALLEY WATCH REPAIR, Boyes. And happy anniversary!

So, to celebrate, we're printing on white paper for a change, after a year of colored print. And we must say right here that it's the advertisers, who have stood by us so steadfastly, who have made it possible for you to get Moonbeams each week at no charge.

Professional Care is best for the hair—so why not patronize HAZEL'S HOUSE OF CHARM, Boyes. Razor cutting. Hair styling.

Yes, we do have some paid subscribers, most of them out-of-towners, who like to get the paper through the mails. By the way, if you were one of the early paid subscribers, better start thinking about sending in another dollar (it costs us $1.04 per year to mail it out).

IN THE SWIM—Men's and women's bathing suits, water rings, masks. Summer merchandise in all lines. BOYES VARIETY.

Just looked over issue No. 1. It's still interesting. In it we said: "We're going to say what we like about anybody or anything, within reason. Some will like us, others will hate us. It's all in the game."

RUBBER STAMPS Made to Order. CARL O. DRESEL, 442 Bettencourt St., Sonoma. Call WEbster 8-4160.

That first issue had just four pages, and exactly 21 advertisers. Most of them are still with us, along with a score of others.

First issue advertisers were Floray Court, Boyes Variety Store, Valley Watch Repair, Resort Club, Powder Box Beauty Shop, Our Resort, George's Meats, Boyes Springs Food Center, Hammond Lumber Co., Mike & Rose's Boyes Springs Store, Tony's Barber Shop, Denny's COG Club, Valley of the Moon Cigars, Anderson's Refrigeration, Junior Rabben's Resort, Paul's Old Ranchero, Boyes Springs Bath House, Valley Drug Store, Gallo's Chevron Station, Larson's Liquor Sporting Goods, and Polidori's.

SMARTEST SUPPER CLUB north of S.F. Buffet suppers. Floor show. Dancing. Cocktails. THE TOWN HOUSE, Glen Ellen.

Sometime we're going to launch some propaganda urging that everybody hereabouts, during the blazing hot summer days, take a siesta from about noon to 4 or 5 p. m., as they do in many of the Latin countries . You can't work very efficiently during those hours. Or maybe, better yet, start the business day at daylight, and then quit about noon. Maybe some of the stores could open for a couple hours during the evenings, for the shoppers and diners-out.

In fact, we've been keeping somewhat these hours for quite a while ourselves, and it's a solution to much of the heat problem.

FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.

R. A. "BOB" MILLER — "Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma

And they came and sprayed our little 8-foot walnut tree, which produced seven walnuts last year. And didn't charge a penny. One "poof" and the job was done.

B & L LAUNDROMAT, Fetters. Bring your washing here during the summer months. No labor, fast service, clean clothes!

It's SONOMA FURNITURE MART for the best in furniture. We'll trade, too. A big floorful for your selection. Drop in and look.

When there's talk about the heavy spending of our government, just remember it's the dems who are the big spenders. They even appropriate an extra billion dollars for the air force which wasn't even asked for. They're in control. Why not adopt some of the Herbert Hoover recommendations for better accounting practices and such, and save about $5 billion?

RUSTIC INN, Glen Ellen. An unusual tavern with real old-time atmosphere. Bring your guests here—for a change!

EL DORADO HOTEL, Sonoma. Italian food at its best. Club dinners and banquets. Varied menu—all good. Cocktails.

You like pizza? Margie Provenzano, formerly of Four Corners, is now at Mendel's Cafe in Boyes, and she prepares and serves about six different kinds of pizzas; you can get 'em every day till 2 o'clock the next morning. To take out, too!

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

DONOVAN'S IRISH INN, opp. Bath House. Short orders, wine, beer. Corned beef sandwiches daily, dinners on weekends.

We drop in at Lee Starrett's establishment at the bath house every week, and find Lee has a steady and growing clientele who swar by him. He takes out a lot of those aches and pains, and there's a slenderizing angle that appeals to many. What's ailing you at the moment? Lee'll fix you up.

POWDER BOX BEAUTY SHOP, Arnold drive near Eldridge. A modern shop, experienced operators. For appointment call 8-2673.

MOVING and STORAGE. CLOUSE DELIVERY SERVICE. WE 8-2467, Sonoma. BOB CLOUSE, Your Friendly Mover.

What do you drink to keep cool? Lemonade is quite a standby, but when you're "out" you'll likely settle for a Tom Collins. We tried a highly advertised soft drink but you can have it. Boyes sparkling water is much better and it is a hometown product.

RICHFIELD SERVICE, Plaza corner, Boyes. Complete car service, friendly but not forward. Bud Delaney, Proprietor.

DANCE Saturday nights and Sunday afternoons at famed LITTLE SWITZERLAND, El Verano. Genuine Swiss atmosphere.

Last week it was over 100 degrees for three days. Then it cooled off and the next four days we had to turn on the heat in the early morning hours. How does one dress for such temperature variations?

TOWNSEND'S—Next to Bank of America, Sonoma. Shoes for the entire family. Specializing in work and sports clothes.

On the Firestone program Monday the closing number was "God Bless America." Irving Berlin wrote it, Kate Smith popularized it, and we thought 'way back and still think it's the greatest song the nation sings. It might well be declared a national anthem. It's easy to play, to sing, even dance or march to, and the words are truly inspiring.

YOU'LL SAVE by buying all your food needs at the WOODLEAF MARKET, Boyes. Prices always the lowest in the Valley.

MENDEL'S CAFE, Boyes Plaza. Noted for well cooked food, with quality mixed drinks. Excellent service. Pizzas as you like 'em.

TV summer replacements seem 'way under par—and all the "repeat" programs somewhat nauseating. Of course nothing can replace Lucy and Desi and a half dozen others, but the powers that be surely could do better than they have so far.

Poor old Charley Farrell was pitiful in his first effort Monday night—reminded you of a pouty young brat who never grew up—far inferior to his program when he teamed up with Gale Storm.

But we'll all likely be able to bear up under the onslaught till the good ones return along in September.

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

FIRESIDE LODGE, Hiway 12 west of Sonoma. Barbecued chicken, chops, steaks, spareribs. Superb food. Cocktails.

"Since I have my new automobile I don't have to walk to the bank with my deposits."

"Drive over now, eh?"

"No, I just don't make any."

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repairs, all makes. Phone WE 8-3971.

GEORGE'S MEATS, at Boyes Springs Food Center. Highest grade meats, cut to your order. Hot weather cold slices. Hot dogs, too.

Tuesday evening some big judge in Chicago led in the Pledge of Allegiance, with some 200 newly naturalized citizens following him. But he didn't get it right. The words added not too long ago, "Under God," were entirely omitted.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

Aside from a slight flurry the afternoon of the Fourth, there was hardly a firecracker or a shot heard hereabouts. However, a few spots where fireworks were shot off were in evidence during the evening. And there were mighty few flags flown—not as many, actually, as on Memorial day. Maybe we need a little rebirth in patriotism.

MIKE & ROSE'S BOYES SPRINGS STORE. Specials on meats of finest quality, last three days each week. Try our steaks.

OUR RESORT, El Verano. Draft beer on tap. Stein Club headquarters. Harvey and Melina on duty. Our mixed drinks are good.

HOOKER OAKS TRAILER COURT, Hiway 12. Groceries. Shell products. Propane gas. Trailer space in grove for rent.

There were huge crowds all over the Valley of the Moon for the Fourth of July holiday. However, traffic wasn't bad all the time, only in spurts. Every resort was crowded, some packed, and the eating and drinking establishments had a grand day, with the weather practically perfect.

So now we'll all sail along in the even tenor of our ways (with a big summer season inevitable) until the more or less big windup on Labor day, which this year falls on September 3.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

SONOMA GROVE, Hiway 12. Italian food at its finest, but every entre you may wish is here for you. Cocktail bar.

They're still plugging away on the widening of Boyes boulevard from the theater to the bridge. When completed it'll be a vast improvement over past conditions. Only why does it take so long to get a relatively small job such as this completed?

DENNY'S C O G CLUB, Boyes. Sportsmen gather here every day and evening. They feel at home. So will you.

VALLEY LANDSCAPE SUPPLIES, Hiway 12 in Caliente. Roy J. Johns, Proprietor. Gravel. Loam. Stone. Good advice, too.

Michigan and a number of other midwestern states have had roadside parks along all major highways for the last 20 years. The idea has been proposed and, we thought, adopted in California not too long ago, but so far there hasn't been a thing done.

The little parks cost little. At selected sites there is a turnoff out of the traffic, and under a tree or two there may be one to three park tables and seats so a touring family can stop for a picnic lunch, get a drink of water, and usually equipped with a small restroom, a stove of some sort and a trash receptacle.

They're a real boon to the traveler, some could be placed in real scenic spots, and a statewide program of roadside parks wouldn't make a hole in the state's budget. They could be spaced a dozen miles apart and everybody would get a break. Any comment?

(Aside to Jim Lyttle: With the state dragging its heels, wouldn't it be a real feather in your cap if you started such a system of roadside parks in Sonoma county?)

2011.1.52

GREENGRASS NOW SELLS REAL ESTATE that Sol D. Becker used to sell. Phone WE 8-4731. New offices, 18340 Sonoma Hwy.

FOR — REDWOOD HANGING BASKET or PATIO PLANTER Mail $1.55 to P. O. BOX 398, EL VERANO, CALIF.

And if you ever need a rubber stamp, you can get one made right here with homefolks. Carl O. Dresel of 442 Bettencourt street, Sonoma, makes them to your order, and they cost little. Paste this item in your reference book.

BOYES SPRINGS BATHHOUSE. Show place of the Valley. Hot and cold pools. Mineral baths. Cocktails. Skating. Picnicking.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

WHEN YOU TAKE YOUR CAR TO THE MOUNTAIN . . .

California State Automobile association has the following tips for drivers heading for the high mountain passes on their vacations:

1. Always keep to the right half of the road, especially on curves. When it is a blind sharp curve, blow your horn to let possible approaching cars know of your presence.

2. Don't ride your brakes on long or steep descents. Slow down by shifting into a lower gear. Keep the car in gear on downgrades—don't coast.

3. Water boils at a much lower temperature in the higher altitudes, so be sure your radiator is full.

4. If your engine heats and stops when you have a tank full of gas, you may have a vapor lock. Allow sufficient time for the motor to cool. Or you can place a damp cloth over the fuel pump to hasten the cooling.

FIELDS UNION SERVICE, Main Corner, Boyes. Union Oil products. Experienced mechanic on duty. Guaranteed service.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

WOMEN DRIVERS (Note: Your Moonbeams editor liked this item by one Jack Geyer, a Los Angeles writer, so don't blame us without a fair trial.):

Some insurance companies annually compile stacks of statistics presenting America's womanhood as better at the wheel than men, primarily because the fair sex is involved in fewer accidents per capita.

But statistics fail to show how many times a female driver has left crumpled fenders and mangled radiator grills in her wake by

merely faking a left-hand turn, whipping back to the right and stopping in front of a parking space that she won't be able to back into anyhow.

Nor do the insurance companies take into consideration the extreme caution most men display when motoring in the vicinity of a female. Most men observe an unwritten but wise rule of the road—give all women drivers 50 feet clearance, on all sides and at all times.

Women make more wrong signals than a losing quarterback.

If a gal holds out her hand for what apparently is a left turn, she's actually doing one of three things—(1) drying her fingernail polish; (2) pointing out a bleached blonde, or (3) considering the advantages of a right-hand turn.

Women, like anyone else, are entitled to half the road. But most of them prefer their half right down the middle. They straddle the line like a country politician.

A friend of mine was caught between two women drivers on the freeway recently. Now he's trying to sell a tall, thin Ford.

And gals love to blow that horn. I've actually seen women pull up in front of a traffic island and honk at it to move.

Insurance companies make much of the fact that women drive more slowly than men. This, admittedly, is true. And the bigger the car, the slower the gal drives it.

Last week I passed a woman driving a car so big it had an MG for an accessory. She was doing 25 mph on the freeway and had her nose so high in the air it looked like the periscope of the Nautilus.

But don't get me wrong, I love women.

They ofttimes play a large role in determining how the men drive. For example, a wife will provoke her husband into a breakfast argument. The next thing you know, he's slammed the kitchen door and is out in his car choking it to death. Once he's on the highway in this mood, watch out.

Women drivers have one outstanding characteristic, however. You never see them piling into the rear end of another car because they looked back at the gal in tight shorts walking down the street.

SONOMA GOLF & COUNTRY CLUB. Clown room for after the game refreshments. Dine in our luxury room, overlooking pool.

PAUL'S RESORT, Verano. Banquet facilities deluxe. Dancing, Dining. Paul at the organ. One-stop resort. Swim pool.

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. No subscription price, yet. Advertising? Ask us and we'll tell all. WE 8-4500

SIGHT CONSERVATION—

You have two marvelous cameras, each of which will do the following things:

Focus for any distance merely by pointing, and take a picture of a pinpoint as easily as of a New York skyline.

Shoot both still and motion pictures.

Photograph in color as well as in black and white.

Regulate light by a diaphragm which in turn is regulated automatically by the amount of light itself.

Register pictures on a film which need never be renewed.

Make finished photos with neither developing nor printing.

In her highest flights of creative genius, nature never produced anything more wonderful than your eyes. Take care of them for they are the only eyes you have.

BANCROFT NURSERY, Sonoma. For shrubs, roses, fruit trees, grapes, berries. Also fertilizers, insect repellents.

ROZARIO'S PALMS INN, Verano. Gathering place for the discriminating. Fine food and excellent bar. THE INSKEEPS.

MUSSELS SHOULD BE OFF YOUR LIST RIGHT NOW

Beware the mussel. A leading health specialist reminds seafood lovers that the season right now is here for a sickness of "dangerous nature and high mortality"—mussel poisoning.

The specialist continues: At this time of year, Pacific mussels carry an organism called Gonyaulax catenella, which contains a toxin similar to that found in poisonous mushrooms.

The toxin is one of the strongest known. If ingested it gives rise to these symptoms:

A prickly feeling in the lips, tongue and fingertips, followed by numbness. Uncoordinated gait and lack of muscle control. Creeping paralysis. Finally, death from respiratory failure in from 2 to 12 hours.

There is no way to distinguish between a poisonous mussel and a harmless one.

The toxin cannot be destroyed by cooking or boiling. Therefore, there is only one safe rule: Do not eat the meat or drink the juices from mussels until November 1.

BOYES SPRINGS FOOD CENTER. You'll find your every food need here. Serve yourself, and pay less. Take-out license.

SONOMA MISSION INN, Boyes. Known nationwide as a standout hostelry, where good food, drinks and service are superb.